The Wisconsin no-call rule should not be weakened by permitting bankers, credit card companies, investment firms, and other telemarketers to ignore it. The ruse of pretending to have a pre-existing relationship with a customer is often used as an excuse to call someone known to be on the no-call list. When I want a product or service, I will call for it. I do not want to waste my time and tie up my phone delaing with telemarketers of any kind. Please find ways to enforce the no-call rule, not weaken it.